

In the Specification

Page 12, lines 3-6, please amend the paragraph as follows:

a' The next step 66 is at message delivery time 64, where the personalized message is presented to the user 24. This presentation may involve transmitting the message, or placing the message on some type of media. As previously described, message creation time 58 and message delivery time 64 may be contemporaneous, in that the message is created on the fly, or "just in time".

Change(s) applied 21-25 ✓
to document, Page 15, lines ~~20-24~~, amend the paragraph as follows:

LKH/ 4/21/2011
a3 The final section involves verification transaction financial factors 118, and is used to define all of the financial factors such as verification, billing, purchase transactions, etc. which must be monitored ~~201~~ 501 and recorded 502. Also any actions to be taken as a result of this information are indicated in this section 118. At this point, the client's work in configuring a campaign plan 100 is completed.

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Page 15 line ~~25~~ through Page 16 line ~~6~~⁸, amend the paragraph as follows: ✓

a3 The next set of actions are directed towards preliminary service activities. The first step 204 in this process is to assemble the target entities profiles and status database 503. This is the working database for this illustrative embodiment. It relies on the database selector 200 which is driven by the campaign plan 100 to determine which databases 200 to search. This database 503 should be completed before any of the other activities may proceed since the information it contains is used by the other activities to complete their tasks. It may, however, be updated at a later time by the ongoing service activities including the query response tasks 210. The search is set up utilizing the target entity qualification factors 104 to decide which data records to retrieve and the entity profile template 108 to select and format the data for each individual or entity. It reserves fields for whatever polling, verification, transaction, or financial etc. information is required. This database 503 is the repository for all of the information generated by this embodiment about the target entities.

9-21 ✓
Page 17 lines ~~8-20~~, amend the paragraph as follows:

a4 The next set of actions are directed towards service execution and delivery. After the preliminary service activities have been executed (except for timely updates) the schedule "clock" 402 may be started. This controls the scheduled generation and delivery of the projects personalized messages to all of the profile entities in the target entities profiles & status data base 503. Execution is a continuous step and repeat process which can deliver on the fly or accumulate appropriate batches for simultaneous delivery. Each step begins with the presentation of the next profile 206 to the assembly node 404 which uses this profile to select and assemble the correct material from the resource library into its "slot" in the appropriate selected message template. It then sends the assembled message on to the transcoding and/or compressing operation 406 which delivers a video stream that matches the specifications for the